

A Smart Alternative for Patients Not Ready or Able to Buy a Daily Disposable Lens

Maria Sampalis, OD, has found a reliable solution for patients who are not ready to commit to daily disposable contact lenses: Alcon's PRECISION7® one-week replacement contact lenses. In her Rhode Island practices, where she says that nearly three-quarters of her patients choose daily disposable contact lenses, she needed an alternative for those seeking a cost-effective yet high-performing option.

"PRECISION7 lenses have been easy to recommend to patients," Dr. Sampalis says. "We do a lot of daily disposable lenses, but for those who aren't ready or able to

buy those, the weekly option has been great." She notes that compliance can be an issue, especially with two-week replacement lens wearers, as patients often forget when to replace them. She encourages patients to pick a consistent day—like Sunday or Monday—to swap out their lenses. "I wore these myself and made Monday my day. It helps patients remember¹, and that makes a big difference."

Dr. Sampalis has had success fitting both new wearers and established lens users with PRECISION7 and with PRECISION7® for Astigmatism lenses.

Innovation in the segment

Since its launch, PRECISION7 has stood out as a compelling option for Dr. Sampalis and her patients. She recalls being intrigued when Alcon first introduced the lens, noting that two-week replacement lenses have remained largely unchanged since 2005. "When I tell patients about PRECISION7, I position it as the latest innovation," she says. "For those open to change, it's an easy transition."

As a part of the Alcon WaterInnovations™ portfolio, this innovation is helpful. It allows her to recommend advanced technology

at an affordable price. "The price point is good. Patients get more lenses than they would with a monthly option. Today, many people are price-conscious, and this is a budget-friendly alternative." She estimates that 95% of the time, patients purchase a year's supply upfront, thanks in part to rebate incentives. "It's been easy to sell."

Dr. Sampalis appreciates the lens's advanced technology, including blue-light filtering* and the ACTIV-FLO System, a unique combination of a water-loving moisturizing agent embedded in the lens matrix and a proprietary replenishing agent that is continually released to moisturize the surface for 7 days.^{2,3}

"I've tried them myself—they're very comfortable and easy to handle⁴," she says. For younger patients and new wearers, she educates parents about the benefits of daily disposable lenses but sees PRECISION7 as an excellent alternative when cost is a concern. "If a daily disposable are not in the budget, I'd rather have them in a weekly replacement."

"Today, many people are price-conscious, and this is a budget-friendly alternative."

— Dr. Sampalis

Memorable replacement schedule

Beyond offering a strong patient experience, Dr. Sampalis emphasizes the efficiency PRECISION7 brings to her practice. "It's easy to explain" she says. "We see a lot of patients per hour, so I need something that's easy to fit. This lens fits that need."

Dr. Sampalis also sees PRECISION7 as a tool for retaining patients in her practice. She likes to be able to tell her patients what advances have been made since their last visit. She encourages patients to give the lenses a try. "There's no drawback—if you don't like it, let me know."

Data shows that 66% of two-week wearers are noncompliant with their replacement schedule,⁵ and 76% of them are interested in trying a one-week lens.⁶

Ultimately, she believes that education is key in growing contact lens adoption and improving patient satisfaction. "I do not believe that growth in contact lenses is stagnant. As practitioners today, we can do more to help patients by resolving an underlying issue or switching to a different lens," she says. "PRECISION7 has been a win for the practice and the patients—it's affordable, comfortable and a great option for those who aren't ready for daily disposables." **PA**

* Filtering of HEV light (HEVL) by contact lenses has not been demonstrated to confer any health benefit to the user, including but not limited to retinal protection, protection from cataract progression, reduced eye strain, improved contrast, improved acuity, reduced glare, improved low light vision, or improved circadian rhythm / sleep cycle. Consult your eye care professional for more information.

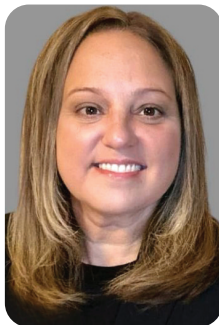
References:

1. Based on a survey of 500 US optometrists who fit contact lenses; Alcon data on file, 2023.
2. Zheng Y, Dou J, Wang Y, et al. Sustained release of a polymeric wetting agent from a silicone-hydrogel contact lens material. *ACS Omega*. 2022;7(33):29223-29230. doi: 10.1021/acsomega.2c03310.
3. Phan CM, Chan WY, Drolle E, et al. Evaluating the in vitro wettability and coefficient of friction of a novel and contemporary reusable silicone hydrogel contact lens materials using an in vitro blink model. *Cont Lens Anterior Eye*. 2024.
4. In a 2-week prospective clinical study; n=181; Alcon data on file, 2023.
5. Dumbleton K, Woods C, Jones L, Fonn D, Sarwer D. Patient and Practitioner Compliance With Silicone Hydrogel and Daily Disposable Lens Replacement in the United States. *Eye & Contact Lens* 2009;4: 164-171.
6. In a survey of 500 eye care practitioners and 500 contact lens wearers in the US; Alcon data on file, 2023.

Important information for Product PRECISION7® (serafilcon A) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

See product instructions for complete wear, care and safety information.

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Dr. Sampalis